

# Hypercompetitive keywords: How we stick to the top of SERPs

Jordan Francis | Blue Array

**FRIENDS**  
**FSEARCH**



jordseo



[slideshare.net/jordanfrancis16](https://slideshare.net/jordanfrancis16)

## What's to come:

- 1 What is a hypercompetitive keyword?**
- 2 Challenges**
- 3 Strategy**
- 4 Results**
- 5 Key Takeaways**

# Hello!

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SEO Director at Blue Array



@jordseo

@bluearrayseo



**marie claire**

**Goodto***Know*



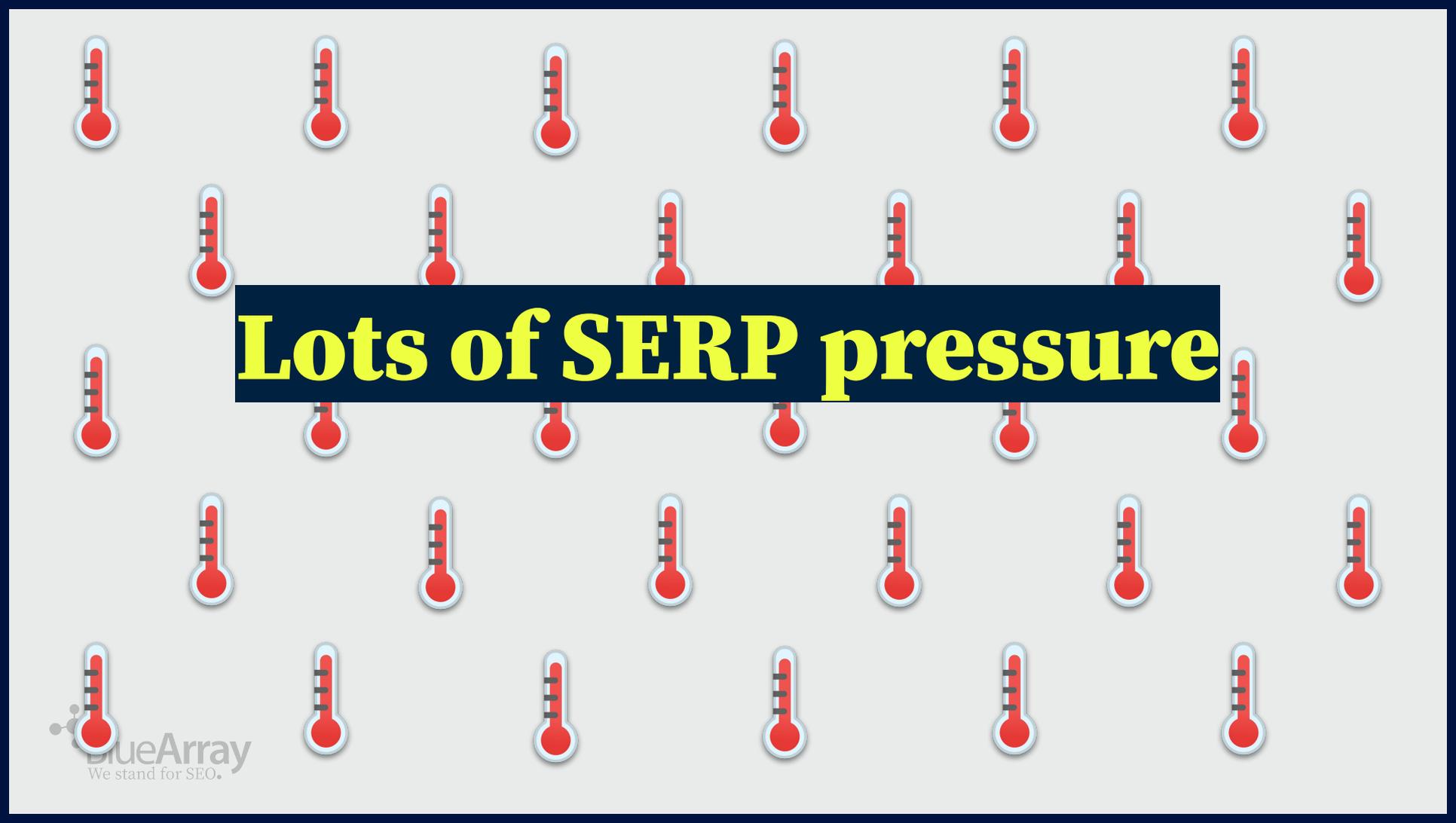
**What is a  
hypercompetitive  
keyword?**

The background of the image is filled with a grid of black speaker icons, each with three curved lines representing sound waves. The icons are arranged in a pattern that is partially obscured by a central text box.

# High volume terms



**Very transactionally  
driven**



**Lots of SERP pressure**



**Highly reputable  
websites**

**Hypercompetitive  
SERPs can go one of two  
ways...**

**Either incredibly  
unpredictable**



**...or extremely static**

# TL;DR

**They're very  
difficult to rank for**

# Let's jump into a case study



## Keyword Overview: breakdown cover

Volume

**74.0K** 

Keyword Difficulty

**73%**   
Hard

7.00 £

Cost per Click (CPC)



Average CTR

1.1%



Average position

9



Average CTR

11.5%

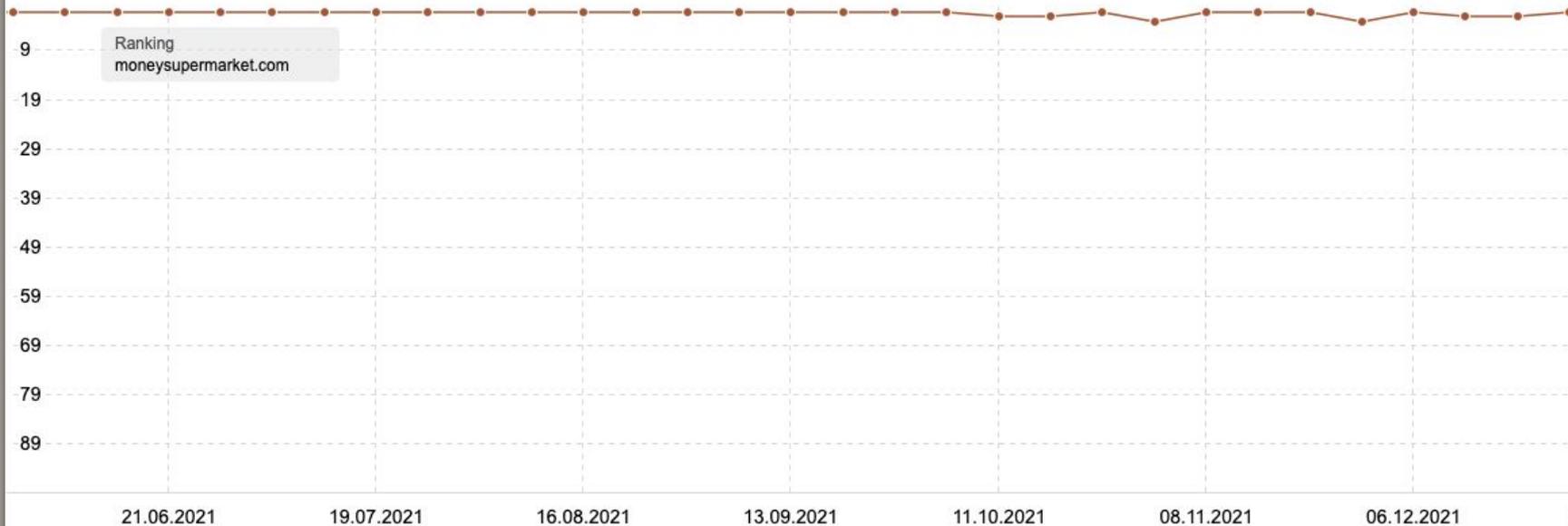


Average position

1



### Rankings - History - breakdown cover





breakdown cover

About 2,480,000,000 results (0.64 seconds)

Ad · <https://www.theaa.com/>

**AA Breakdown Cover - Save 1/3 On Cover- Sale Now On**

Buy Now & Enjoy Up To 1/3 Off **Breakdown Cover** In Our Jubilee Sale! Offer Ends 06/06. The AA - Not Just The Biggest, The Best. You'll Never Be Left Stranded...



**AA Sale - Get 1/3 Off**

Save On Breakdown Cover Get Award Winning Cover With The AA

**Get A Quote Today**

Build Cover To Suit Your Needs & Get Award Winning Cover With The AA

Ad · <https://www.greenflag.com/>

**Green Flag Breakdown - Get Up To 40% Off Online**

Save Up To 40% Off Our Phone Prices When You Buy Online. Build Your **Cover** & Get A Quote!

Ad · <https://www.comparebreakdowncover.co.uk/breakdown/cover>

**Up to 1/3 Off Cover Deals - Annual Cover from Under £25**

Compare **Coverage** Including Home Assist & National **Recovery**. **Cover** for Cars, Vans & Bikes.

Ad · <https://www.comparethemarket.com/>

**Compare The Market™ Breakdown - Cheap Breakdown Cover...**

Whether Rain or Shine, We'll Find You **Cover!** Get A Free Quote In Minutes & Buy Today.

People also ask

- What is the best UK car breakdown service?
- Is AA or Green Flag better?
- Is it worth paying for breakdown cover?
- Can I call out the AA if I'm not a member?

Feedback

Ad · <https://www.nerdwallet.com/>

**Top 10 Breakdown Cover UK - Compare Breakdown Cover**

Choose from Roadside, National **Recovery**, Home **Breakdown**, Onward Travel & European **Cover**. Vehicle **Cover** from £33. Compare Deals & Discounts, Get a Quote & Get Instant...  
[National Recovery](#) · [Home Start](#) · [Roadside Assistance](#) · [European Breakdown Cover](#)  
**Deal: 10% off Nova Direct Cover** · Code NW10

Ad · <https://www.motoringassistance.com/breakdown-cover>

**Cheap Vehicle Breakdown Cover - 50% Off - From £2.42pm**

Go Direct For The Best Deals Today | 24/7 Nationwide **Coverage** | 98% Customer Satisfaction. Great Value **Breakdown Cover** | Over 50% Cheaper Online | 4/5 Fixed At The Roadside. Cheap UK Memberships. Friendly **Service**. 5 Star Rated.  
 ★★★★★ Rating for motoringassistance.com: 4.6 - 860 reviews  
[Breakdown Cover Quote](#) · [Nationwide Recovery](#) · [Get A Quote](#) · [Request A Change Saver](#) - from £10.80/yr - Roadside Assistance · More

Ad · <http://www.startrescue.co.uk/> 01206 655000

**Which? Recommended 2021 - Annual Car Cover from £19.75**

Which? Recommended **Breakdown** Provider 2021. 96% of our customers would recommend us. Low cost, award winning Annual **Breakdown Cover** - Buy yours securely online today! Renew and Save. Free Mobile App. No Excess To Pay. 39 Min Avg Response Time.  
 ★★★★★ Rating for startrescue.co.uk: 4.7 - 8,159 reviews  
[Annual Breakdown Cover](#) · [European Breakdown Cover](#) · [Which? Recommended 2021](#)

Related searches

- green flag breakdown cover
- breakdown cover uk
- best breakdown cover uk
- best breakdown cover
- go compare breakdown cover
- cheap breakdown cover
- european breakdown cover
- lv= breakdown cover

**Hypercompetitive keyword struggles...**

**All competitors do most things either very well...**

**Or at the very least, in an 'OK' way ("*eh, it'll do*")**

**This limits the number of 'big' levers, 'smoking guns' or 'silver bullets' on offer**

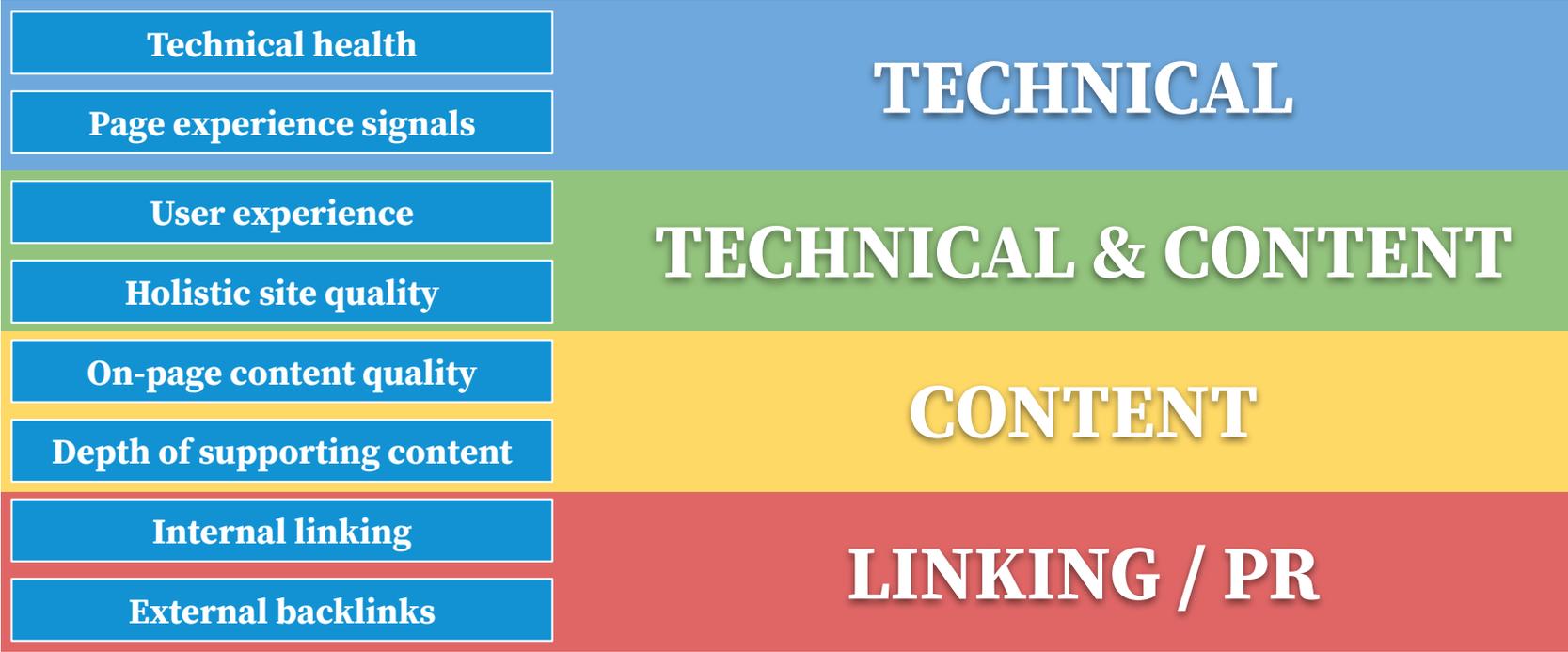
**Requires a strong strategy - both short and medium to long term!**

**Enabler 1:**

# ‘Strategy’ Gap Analysis

**KEYWORD  
STRENGTHS**

**KEYWORD  
OPPORTUNITIES**



	<b>Your site</b>	<b>Comp 1</b>	<b>Comp 2</b>	<b>Comp 3</b>	<b>Comp 4</b>
<b>Technical health</b>	3	2	1	4	5

https://www.moneysupermarket.com/

Analyze

Mobile

Desktop

Discover what your real users are experiencing

This URL Origin



Core Web Vitals Assessment: **Passed** ⓘ

Expand view

● Largest Contentful Paint (LCP)

1.7 s



● First Input Delay (FID)

50 ms



● Cumulative Layout Shift (CLS)

0



OTHER NOTABLE METRICS

● First Contentful Paint (FCP)

1.4 s



▲ Interaction to Next Paint (INP) ⓘ

797 ms



■ Time to First Byte (TTFB) ⓘ

1.1 s



📅 Latest 28-day collection period

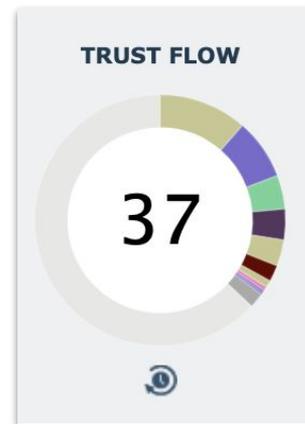
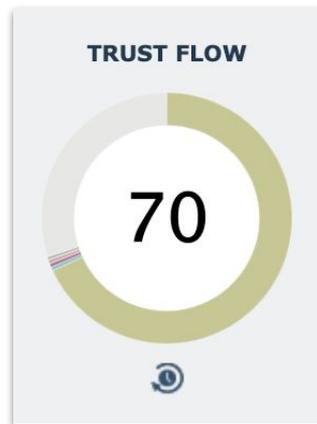
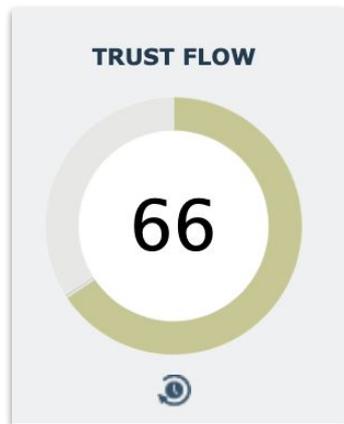
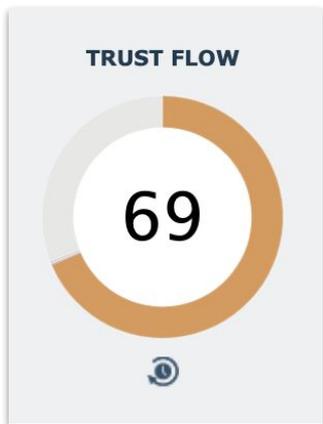
📱 Various mobile devices

👥 Many samples (Chrome UX Report)

🕒 Full visit durations

🌐 Various network connections

🏠 All Chrome versions



BREAKDOWN COVER

# COMPARE CHEAP CAR BREAKDOWN COVER

Comparing breakdown policies is fast, free and simple!

Compare breakdown cover



Well-known Breakdown insurance brands we work with

	Your site	Comp 1	Comp 2	Comp 3	Comp 4
Technical health	3	2	1	4	5
Page experience signals	4	3	1	2	5
User experience	3	4	2	1	5
Holistic site quality	5	3	1	2	4
On-page content quality	3	4	2	1	5
Depth of supporting content	5	1	3	4	2
Internal linking	2	3	1	5	4
External backlinks	3	1	2	5	4

	Your site	Comp 1	Comp 2	Comp 3	Comp 4
Page experience signals	4	3	1	2	5
Holistic site quality	5	3	1	2	4
Depth of supporting content	5	1	3	4	2

# ENABLER 1 - STRATEGY GAP

- **Avoid diminishing returns...**
- **Focus on your largest opportunities!**

**Enabler 2:**

**Showing topic  
expertise**

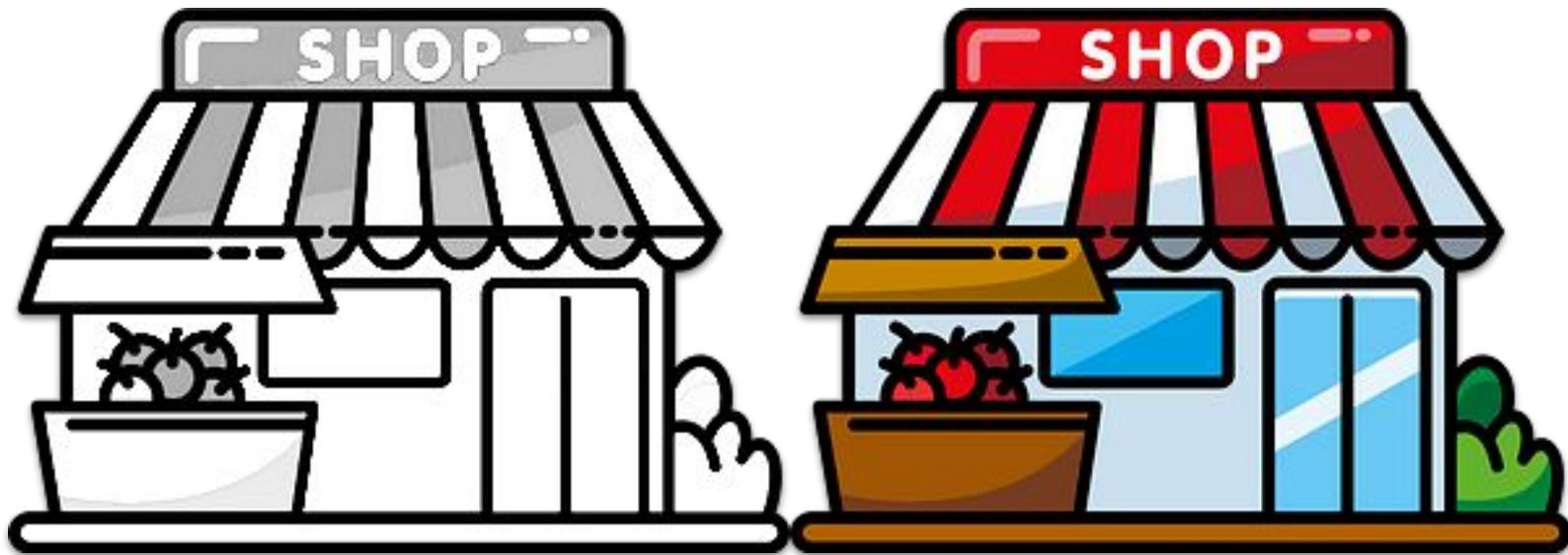




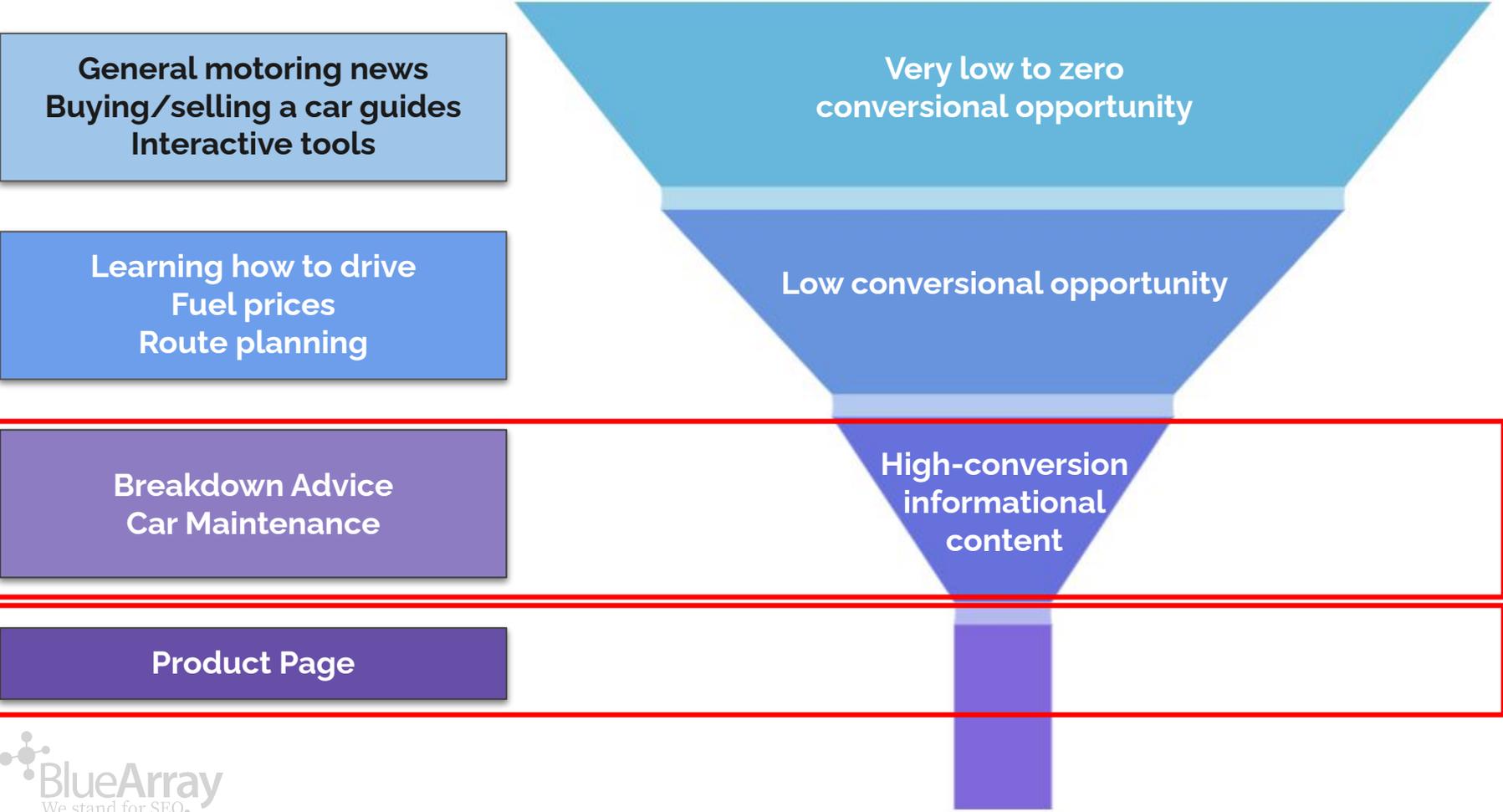
**Time for a really  
bad analogy :)**











General motoring news  
Buying/selling a car guides  
Interactive tools

Learning how to drive  
Fuel prices  
Route planning

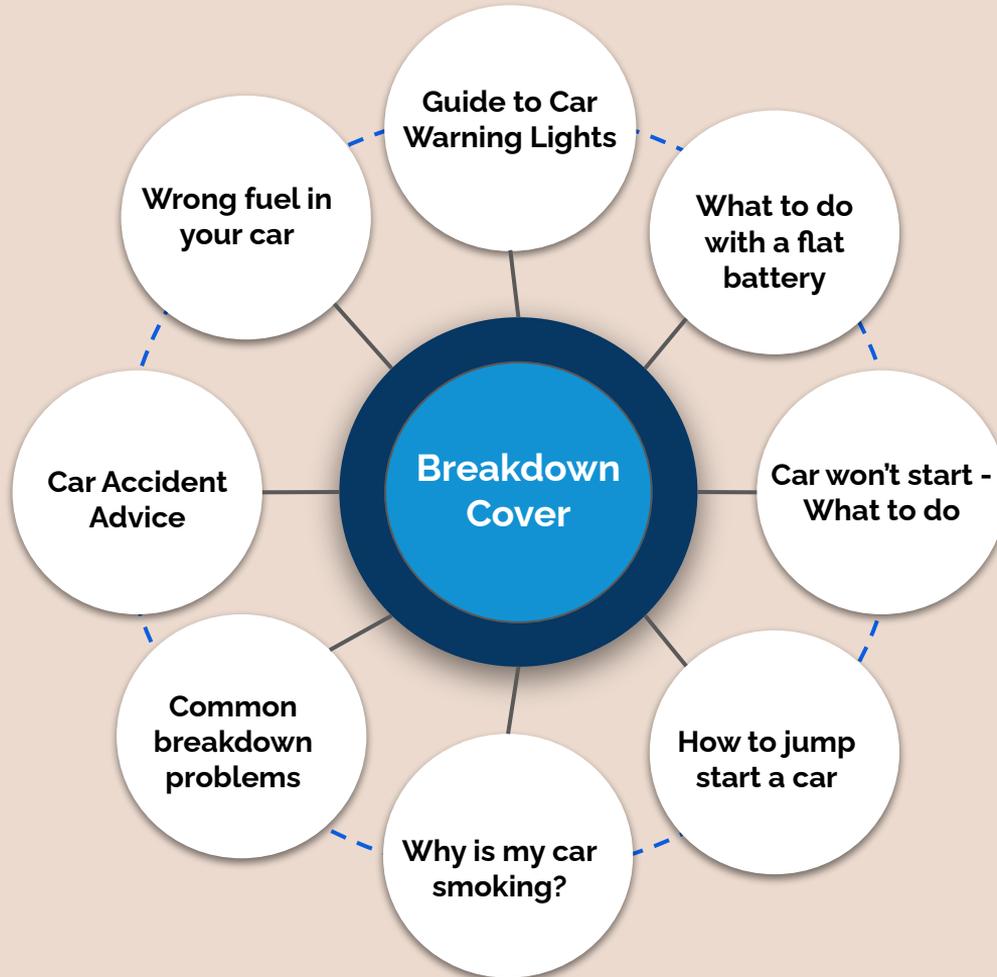
Breakdown Advice  
Car Maintenance

Product Page

Very low to zero  
conversional opportunity

Low conversional opportunity

High-conversion  
informational  
content



General motoring news  
Buying/selling a car guides  
Interactive tools

Learning how to drive  
Fuel prices  
Route planning

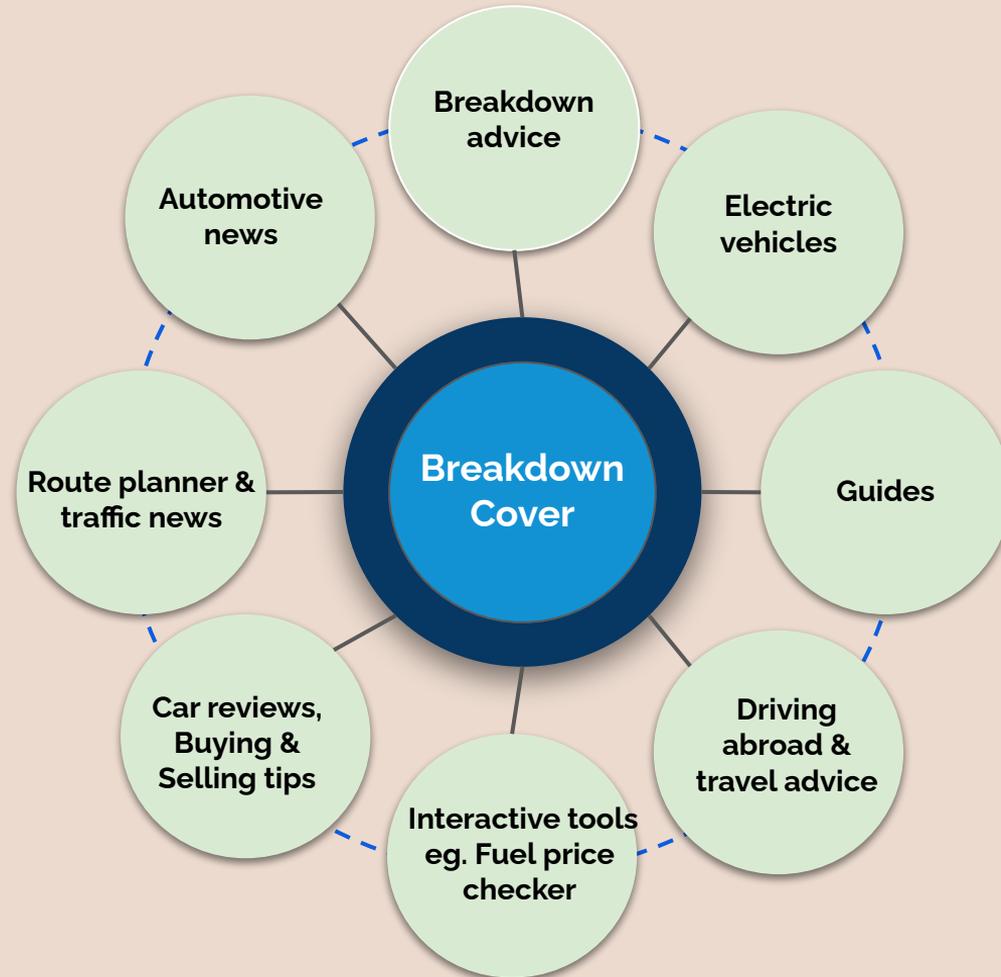
Breakdown Advice  
Car Maintenance

Product Page

Very low to zero  
conversional opportunity

Low conversional opportunity

High-conversion  
informational  
content



**This has a number of benefits...**

**Improved brand visibility**

**Improved topical relevance**

**Improved cross-sale opportunities**

**Improved opportunity to backlink build**

URL	External Referring Domains
<a href="#">/advice/fuel-watch/</a>	590
<a href="#">/advice/how-to/fuel-saving-tips/</a>	275
<a href="#">/advice/emissions/euro-emissions-standards/</a>	141
<a href="#">/advice/learning-to-drive/driving-test-tips/</a>	135
<a href="#">/advice/emissions/diesel-particulate-filters/</a>	134
<a href="#">/advice/learning-to-drive/the-highway-code-uk-road-signs-and-meanings/</a>	125
<a href="#">/advice/tyres/checking-tyre-tread/</a>	120
<a href="#">/advice/learning-to-drive/stopping-distances/</a>	111
<a href="#">/advice/driving-advice/smart-motorways/</a>	99
<a href="#">/advice/legal/speed-limits/</a>	99
<a href="#">/advice/emissions/what-is-e10-fuel-and-how-could-it-affect-you/</a>	95
<a href="#">/travel/country/france/</a>	94
<a href="#">/news/motoring-news/law-change-for-uk-drivers-in-french-cities/</a>	90
<a href="#">/advice/winter-driving/driving-in-snow/</a>	88
<a href="#">/advice/road-safety/driving-without-shoes-is-it-illegal/</a>	88
<a href="#">/advice/legal/mobile-phone-laws/</a>	86
<a href="#">/advice/buying-and-selling-guides/buying-a-used-car/</a>	84
<a href="#">/advice/car-maintenance/ways-to-make-your-car-last-longer/</a>	81
<a href="#">/advice/driving-advice/driving-habits-that-damage-your-car/</a>	72
<a href="#">/advice/emissions/idling/</a>	70

Having a heavy foot on the accelerator can cost you in the long run. The most fuel-efficient way to pull away is at a steady pace. Imagine you've got a cup of tea on the dashboard – if you're accelerating hard enough that it's in danger of spilling, ease up on the pedal.

Motoring groups have told drivers they can save money if they drive at lower levels than the speed limit. This typically applies when travelling a considerable distance where they can reach high speeds, such as on motorways.

## > Fuel Saving Tips

The **<client>** says that the biggest secret to achieving high mpg (miles per gallon) is driving in the highest possible gear for your vehicle while keeping within the speed limit.

**<client> said:** "For that reason, don't keep unnecessary items in your boot as they all add weight to your vehicle, which is not going to help your fuel economy in the long run."

Making small adjustments to the way you drive can have a huge impact on fuel consumption and therefore the amount of fuel that you go through each month. To save on petrol, try to **drive in the most fuel-efficient way possible!**

as **11 million people** admitted to committing the illegal activity that year.

As the <client> points out, drivers can use their phone hands-free – provided they don't physically pick up their handset at any time while the car is moving. A hands-free connection must be set up before starting a journey.

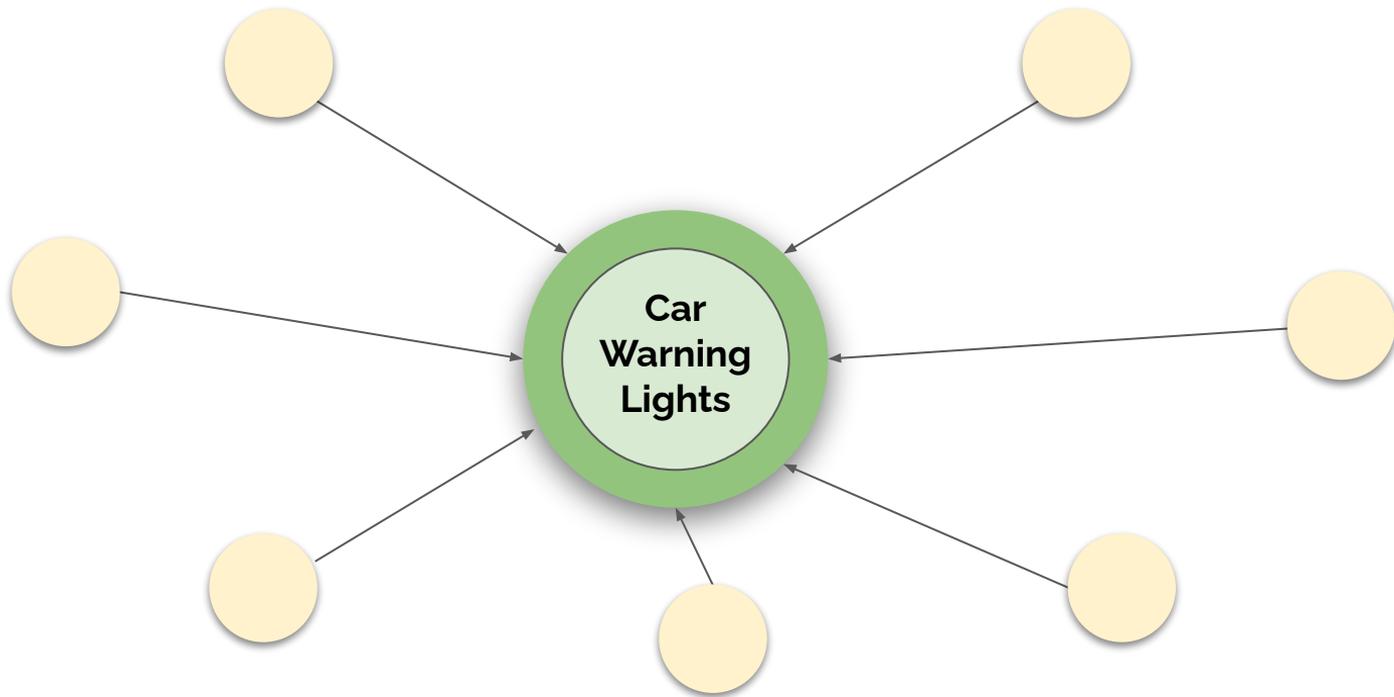
**'And he's not the only one who might feel aggrieved.'**

**Source: <client>**

It is illegal to hold and use your phone while driving. Get caught and you will face 6 points and £200.

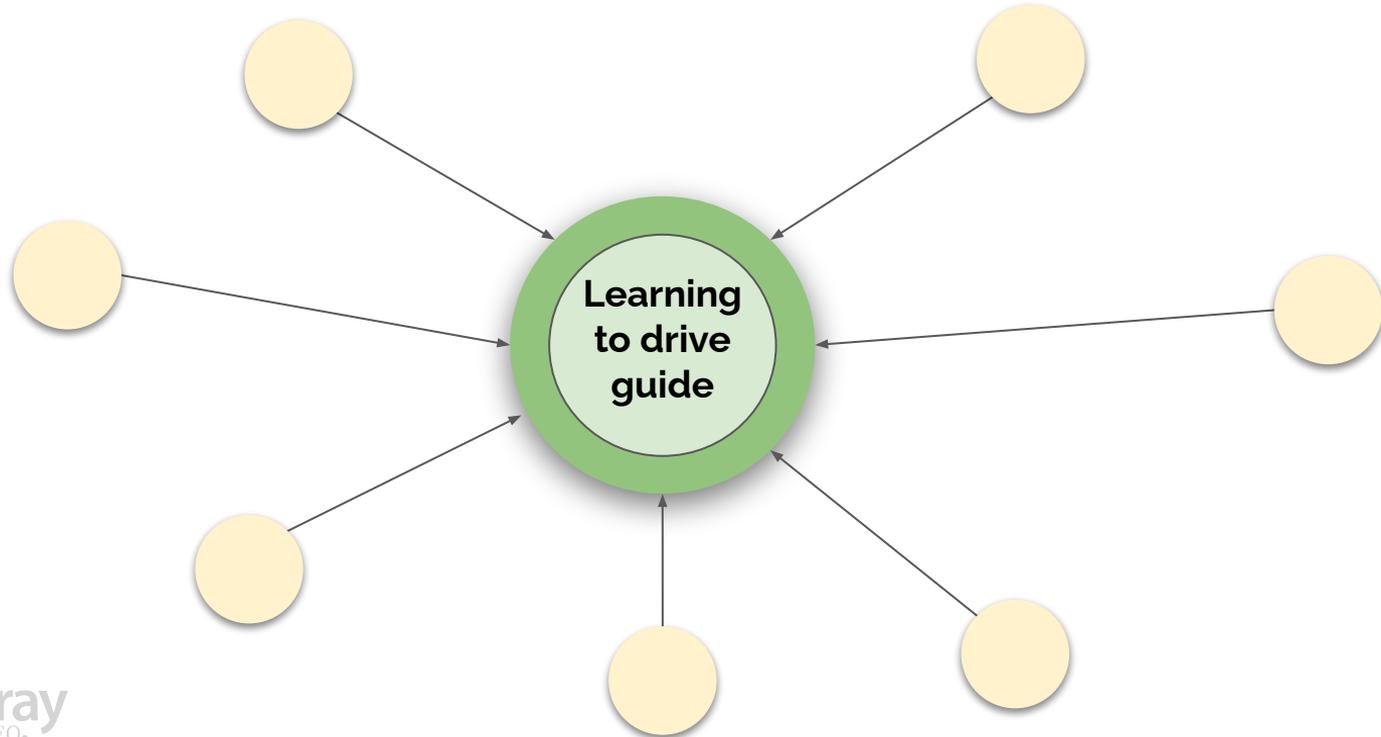
- [Gov.uk - using mobile phones when driving](#)
- [<client> - Mobile phone laws](#)

explains in its **guide to mobile phone laws**



It's important to know what car dashboard warning lights mean because you might be able to avoid a **car** **breakdown** or full-on failure.

Once you've passed your test, make sure that you purchase **breakdown cover** to make sure that you're covered in the event that your **vehicle breaks down**.



# ENABLER 2 - TOPIC EXPERTISE

- **Look past solely high-conversion content!**
- **Add relevant links from this content to your product pages!**

# **Enabler 3:** **Evidencing** **high-quality**



***“When we look at the quality of the site overall, if you have significant portions that are lower quality it doesn’t matter for us why they would be lower quality.”***



***“But if we see that there are significant parts that are lower quality then we might think overall this website is not as fantastic as we thought.”***

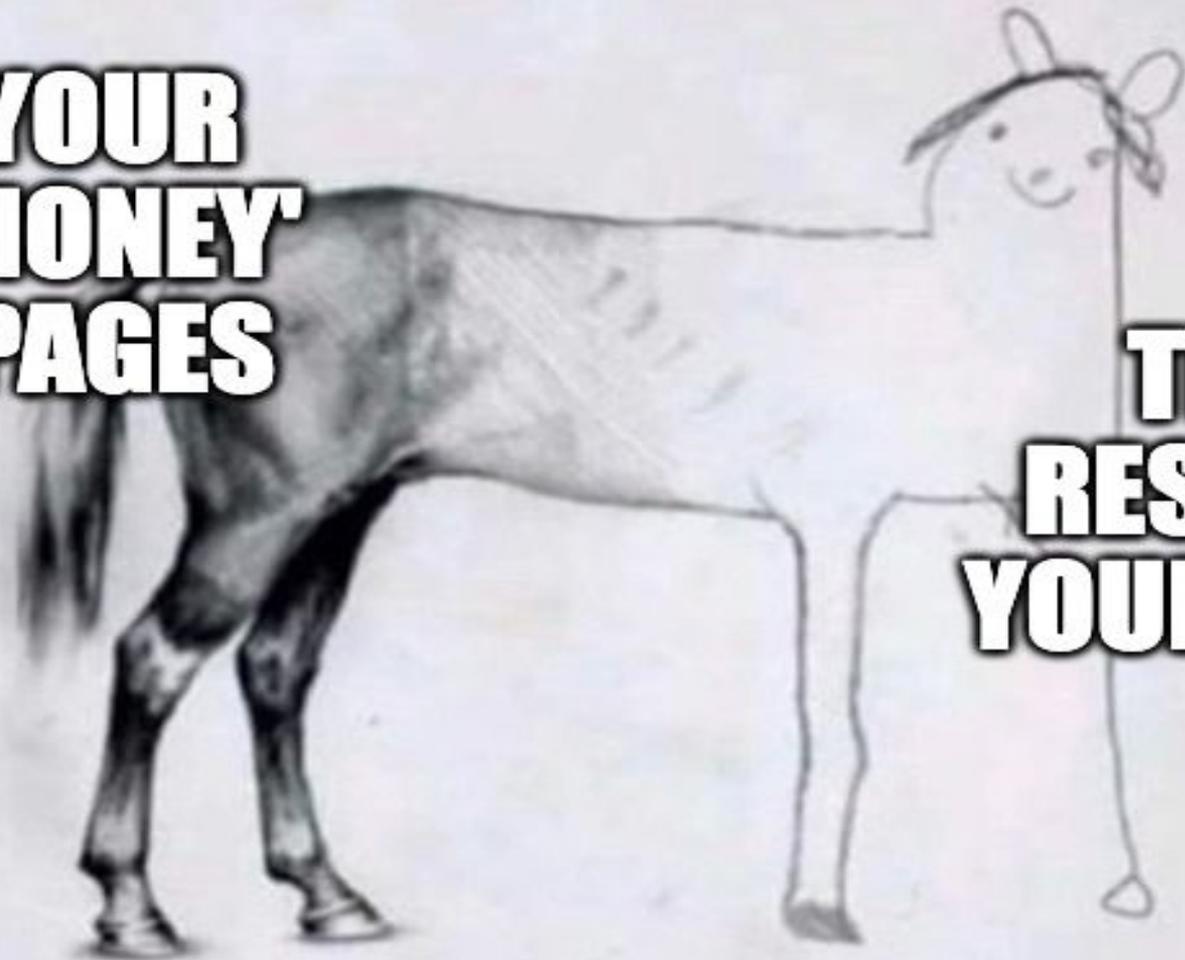
***And that can have effects in different places across the website.”***



***“So in short, I guess if you have very low quality content that’s also indexed ... .. that can definitely pull down the good quality original content that you also have.”***



**YOUR  
'MONEY'  
PAGES**



**THE  
REST OF  
YOUR SITE**



**Great money pages**

**+**

**Great rest of site**

**=**



## **What are the benefits?**

**Improved site quality**

**Improved use of crawl budget**

**Improved use of internal linking**

Reviewing

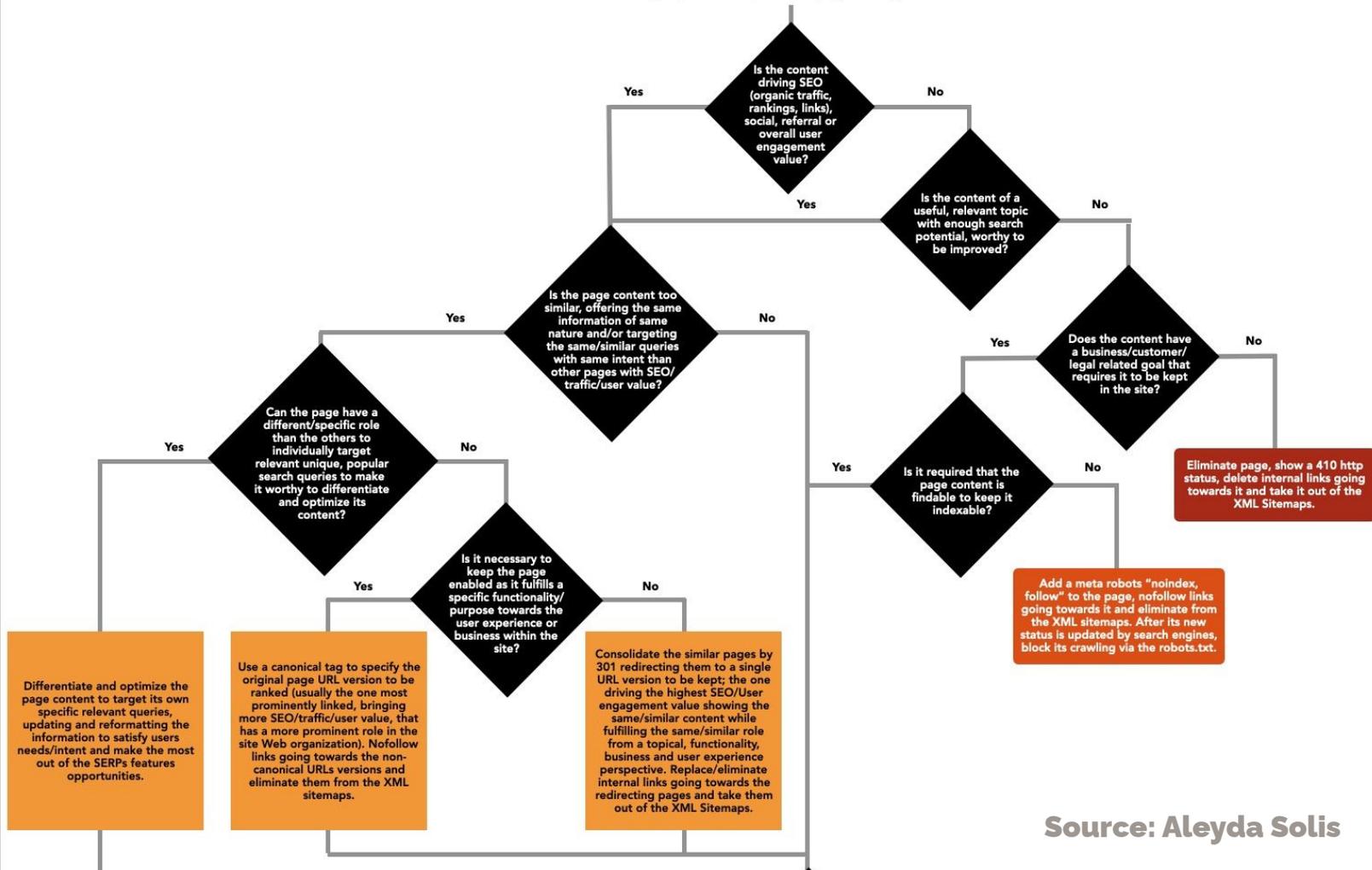
~~EVERYTHING IS  
AWESOME!~~

*\*A long but  
necessary evil*



- 1. Use various sources to find all live pages**
- 2. Pull as much supporting data as possible**
- 3. Manually review pages for potential & quality**

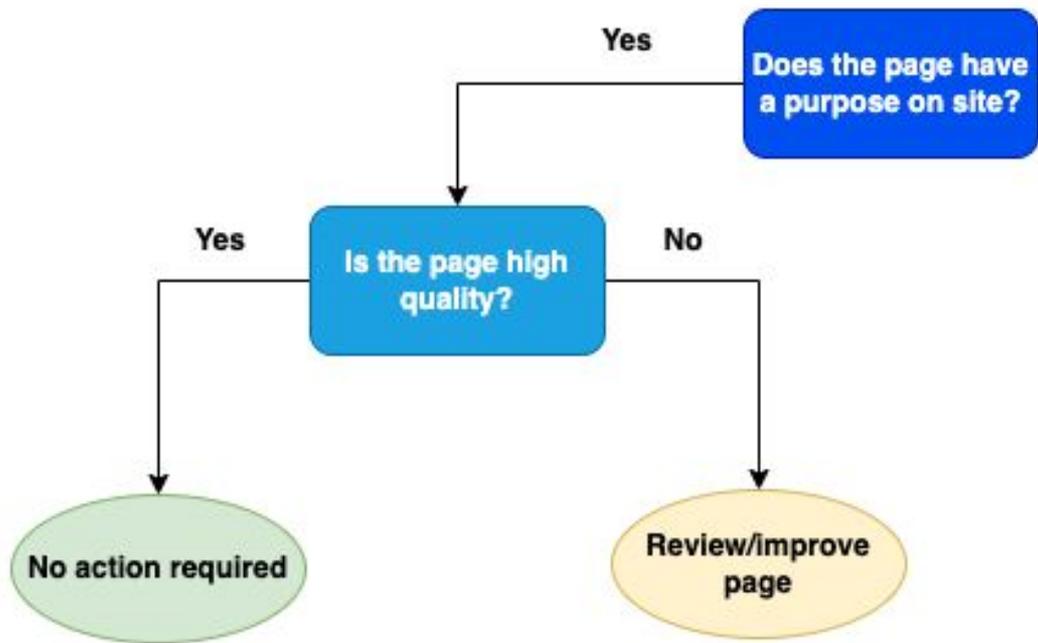
## Should you prune or optimize a page from your site?

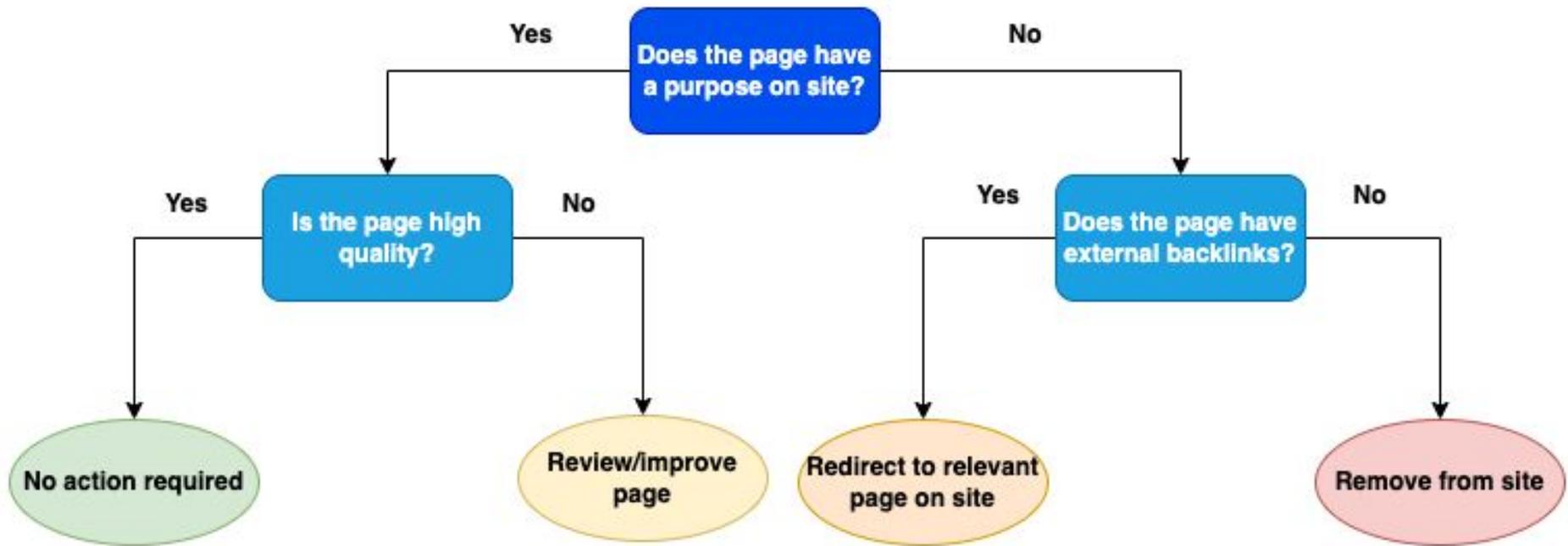


Source: Aleyda Solis



- 1. Does the page have value?  
(organic, brand or supplementary)**
- 2. Is the page high-quality?**





## KEEP

- *Content has a purpose on the site*
- *Is high-quality*

## RE-OPTIMISE

- *Content has a purpose on the site*
- *Is thin or low quality*
- *May be targeting the wrong intent*

## REMOVE/NOINDEX

- *Content no longer has a purpose on the site*

Error

17

3 issues



Valid with warnin...

0

No issues



Valid

4.87K



Excluded

143



Impressions

Pages

6K

4K

2K

0

1

11/03/2022

22/03/2022

02/04/2022

13/04/2022

24/04/2022

05/05/2022

16/05/2022

27/05/2022

07/06/2022

# **ENABLER 3 - EVIDENCE HIGH-QUALITY**

- **Review your sites content regularly**
- **Ensure all pages have a purpose and are high-quality**

# The results



**Google Search Console, Last 16 months**



**Google Search Console, Last 3 months**



Sistrax, Last 5 years

- 1. Aligned strategy with the client team**
- 2. Our content strategy generates a vast amount of backlinks**
- 3. Our site is easier to handle and generally higher-quality**

**To recap...**

**If you take anything away from today...**

**Review & focus efforts on your key opportunities**

**Scale up content within your wider remit**

**Regularly review & improve your site's wider quality**

# Thanks for listening!

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@bluearrayseo

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slideshare